Port Program Committee Minutes

July 8, 2011

In attendance: Lisa, Tom, Jenny, Susan, Krystal, Barbara, Marelda, Jenny, and Kati

Lisa presented a timeline for the proposed performing arts/ humanities events.

The ideas are arranged in terms of external to internal involvement.

Several comments were made:

* Lisa commented that the Sea Music concerts feel a bit unwieldy and may compete with the sea music festival at the museum
* Lisa also stated that the symposium or panel discussions may not draw a large crowd
* Finally Lisa mentioned that the interpretation dept. had been considering not using “Tale of Whaler” instead creating something new and unique that visitors have not already seen on a visit to the museum.

Jenny and Marelda next presented the timeline for Stowaway on the 38th Voyage.

The comments that were made:

* Is the time in New London too long? Or, should this be folded into getting into the museum?
* Will it be a payment, contest, or competition?
* This event will be great for PR and building momentum
* How long in advance should finalists be picked?
* Can we get a sponsor just for this?
* Need to create a facebook, blogs, social media presence in advance
* Should the person be shanghaied at work or unravel a sail with a decision on it?- need to create a big moment out of the final decision!
* Will be difficult to determine digital/ social media too far in advance- will people still be using facebook?

Barbara presented the timeline for a scavenger hunt/ geo-caching activity in each port.

Comments:

* Need to work with other museums and organizations to find the “have to see” locations and things.
* Could use QR codes hung in shop windows and historically important buildings to create the scavenger hunt
* Is the journey the prize itself? Should there be incentive? Is there something in each location to do as a family?
* How long should the scavenger hunt be up and running? 1 week before the CWM leaves and 1 week after it comes back?
* Could dovetail nicely into the 38th voyage and website
* How far ahead do we need hype for the project?
* What will the accompanying web presence be?

Barbara also presented her ideas for a community sculpture with ballast and a large photo book in the dockside exhibit.

Jonathan next presented a timeline for the dockside and onboard exhibits which Jeff and Elysa helped to construct.

Comments that were made:

* Careful to put exhibits on the Morgan because there needs to be a sense of place.
* Should we include information about the CWM as it relates to the various ports? Perhaps we could ask ports to submit ideas for 1-5 topics to be included in the exhibit/ exhibit panels.

Finally Krystal presented the 38 voyages-38 ports- 38 classrooms education program overview, timeline, and portals that was created with Sarah.

Comments:

* The group was impressed with the overview and the idea of picking a winning teacher with two students to sail on the Morgan’s 38th voyage.
* Liked the idea of creating a competitive port community online. What online system/website to use for this online community?

The next meeting will be on July 22 from 9-10:30AM where we will continue to develop project timelines.